

## Marketing & Product Meeting Notes

- “Compare” lets you **see what changed between two versions** of a legal doc - like track changes but clearer.
- We’re calling it *Document Compare* or *Compare View* externally.
- Core goal → speed up review for founders & execs drowning in contract versions.
- Existing users already ask: “Can I see what changed between this NDA and last week’s one?”
- Should work across formats (DOCX, Genie docs, PDFs).
- Launch goal = **increase document review frequency per user**.
- Early internal feedback: “*Feels like magic when it shows the redlines correctly.*”
- Don’t overexplain legal detail - focus on *time saved, accuracy, peace of mind*.
- Could tie into “AI Review” product but shouldn’t cannibalise it.
- This is part of a bigger *Versioning & Collaboration roadmap*.
-  25% of Pro Plan companies should use Compare 2+ times per week within 4 weeks.
- Important: The diff needs to be deterministic for legal trust → “same input always = same output.”
- Might later include an “AI Summary of Changes” sidebar - explain in plain English what changed and what it means.